

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

10/10/00  
JC803 U.S. PTO

09/10/00  
JC926 U.S. PTO

Applicant: Ryuhei FUJIWARA  
Title: SERVICE IDENTIFICATION TAG  
AND COMMUNICATIONS  
SYSTEM USING THE SAME  
Appl. No.: Unassigned  
Filing Date: October 10, 2000  
Examiner: Unassigned  
Art Unit: Unassigned

**UTILITY PATENT APPLICATION  
TRANSMITTAL**

Commissioner for Patents  
Box PATENT APPLICATION  
Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 C.F.R. § 1.53(b) is the nonprovisional utility patent application of:

Ryuhei FUJIWARA

Enclosed are:

- Specification, Claim(s), and Abstract (14 pages).
- Formal drawings (3 sheets, Figures 1-3).
- Declaration and Power of Attorney (2 pages).
- Assignment of the invention to.
- Assignment Recordation Cover Sheet.
- Claim for Convention of Priority and priority document.
- Small Entity statement.
- Information Disclosure Statement.
- Form PTO-1449 with copies of 2 listed reference(s).

The filing fee is calculated below:

	Claims as Filed	Included in Basic Fee	Extra Claims	Rate	Fee Totals
Basic Fee				\$710.00	\$710.00
Total Claims:	9	- 20	= 0	x \$18.00	= \$0.00
Independents:	3	- 3	= 0	x \$80.00	= \$0.00
If any Multiple Dependent Claim(s) present:				+ \$270.00	= \$0.00
				SUBTOTAL:	= \$710.00
[ ]				Small Entity Fees Apply (subtract ½ of above):	= \$0.00
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A check in the amount of \$710.00 to cover the filing fee is enclosed.

The required filing fees are not enclosed but will be submitted in response to the Notice to File Missing Parts of Application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

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SERVICE IDENTIFICATION TAG AND COMMUNICATIONS SYSTEM USING THE SAME

FIELD OF THE INVENTION

This invention relates to a service identification tag and  
5 a communications system using this service identification tag.

BACKGROUND OF THE INVENTION

On the Internet, each information-processing unit (server) has a specific IP (Internet protocol) address (accessed party 10 information). In accessing or communicating with other information-processing unit, location of the information-processing unit on the computer network is specified based on the IP address.

The IP address is a TCP/IP protocol address, and is defined by a sequence of network number and each (host) computer number, which 15 are totally 32 bits in length. It is represented by four numbers with dots inserted therebetween, for example, 192. 244. 177. 11.

Also, through the WWW (world wide web), which is information search system (or service), using the Internet, the user can access variety of information based on URL (uniform resource locator).

20 The URL is represented by, for example, <http://www.abc.co.jp>. Of this URL, "http" represents protocol name and "www.abc.co.jp" represents host (server) name (domain name). Host name (domain name) is subject to conversion by a server called DNS (domain name server) built on the Internet.

25 Using the information-processing unit including a personal computer, the user inputs accessed party information, such as IP address and URL, that indicates the address of information to be accessed, while displaying and confirming letters to be input on

the display by operating the keyboard or mouse located near the display.

Thus, in accessing a server or a homepage, it is necessary to input the IP address of the server or the URL of the homepage.

5 So, the user needs to know the IP address (or domain name) of the server or the URL of the homepage. For this need, recently, issued are publications that describe the IP address and URL of servers and homepages on the Internet and are, in other words, equivalent to a telephone directory. The user can access a desired server or 10 homepage by inputting the IP address or URL obtained by referring to such a publication.

However, when using IP address or URL that is described in the publication such as a newspaper etc., it is necessary for the user to input it by operating the keyboard. As described earlier,

15 IP address is represented by a sequence of four numbers with dots inserted therebetween, and URL is represented by at least protocol name and domain name. Thus, to input such a long letter string by operating the keyboard is very burdensome.

Furthermore, for example, when the user actually accesses a 20 desired homepage using the information-processing unit while referring to a publication described above, it is necessary to boot a viewer (WWW browser) that is an application for access to the homepage before inputting the URL. This is also burdensome.

To remove these drawbacks, Japanese patent application laid-open 25 No. 9-204389 (1997) suggests an information-processing unit (prior art 1). The information-processing unit comprises a receiving means for receiving accessed party information to be sent from a reading unit to read the accessed party information described in a publication,

and a control means for giving the accessed party information to an application for accessing information and controlling the application to access the information based on the accessed party information received by the receiving means.

5 In detail, in prior art above, the reading unit reads a bar code corresponding to URL and the URL concerned is then transmitted to the computer. When the computer receives the URL, the viewer is booted and the URL is given to the viewer so as to access a corresponding homepage. Thus, prior art 1 can offer easy access  
10 to the homepage.

Japanese patent application laid-open No.10-78928 (1998) discloses a system for accessing the Internet. In this system, in accessing the Internet using URL for access to information sources located on the network from an access unit such as PC, computer  
15 game device and home electric appliances, a 10-digit number relatively short is in advance assigned to the URL being represented by a letter string, to the first upper digit and the second to fifth upper digits, arbitrary numerals are assigned based a correspondence table of numeral corresponding to alphabet and reference value and a  
20 correspondence table of alphabet to digit number which are prepared in advance. Further, according to need, in like manner, arbitrary numerals are also assigned to the sixth, seventh and eighth to tenth upper digits. Thus, without being aware of the long and complex letter string URL, the user can access the Internet only by inputting  
25 the relatively short number corresponding to URL. Furthermore, the access data can be also used as statistical processing information.

However, in prior art 1, although using the bar code and graphic pattern as URL identifying information is disclosed, converting

them into URL by a server and then returning them to the client and making the user identify them using a mark are not disclosed.

In prior art 2, only assigning the number, instead of the graphic pattern or bar code, to each URL and then converting it into URL 5 are disclosed.

Meanwhile, bar codes have been used in logistics, but its use or meaning is known only among the dealers and is not known among ordinary users.

10

#### SUMMARY OF THE INVENTION

Accordingly, it is an object of the invention to provide a service identification tag, a communications system and an information service system that allow possible users of a service to easily recognize the presence of the service.

15 According to the invention, a service identification tag for being used in accessing an information transmission server on the Internet, comprises:

an exclusive graphic pattern that can be recognized by a human; and

20 an identification code that can be read by a reading unit.

According to another aspect of the invention, a communications system, comprises:

a service server provided with an identification code/URL conversion table;

25 an information transmission server provided with an information storage; and

a terminal unit that is connected through a radio or wire communication network to the information transmission server, the

terminal unit having a function for communicating with a Web server;

wherein the terminal unit makes a unique link to the service server to be predetermined, reads an identification code from a service identification tag that is composed of an exclusive graphic

5 pattern that can be recognized by a human and the identification code that can be read by a reading unit, sends the identification code to the service server, and receives the URL information of the information transmission server corresponding to the identification code from service server.

10 According to another aspect of the invention, an information service system, comprises:

means for using a service identification tag that is composed of an exclusive graphic pattern that can be recognized by a human and an identification code that can be read by a reading unit;

15 wherein the information service system provides a service server that converts the identification code into URL information, conducts the centralized management of the identification code, and guarantees the exclusive use of the identification code relating to URL of an information transmitter who requests the service of the information

20 service system and the exclusive use of the graphic pattern.

#### BRIEF DESCRIPTION OF THE DRAWINGS

The invention will be explained in more detail in conjunction with the appended drawings, wherein:

25 FIG.1 is a plan view showing a service identification tag in a preferred embodiment according to the invention;

FIG.2 is a block diagram showing the composition of a communication service system in a preferred embodiment of the invention

using the service identification tag in FIG.1; and

FIG.3 is a block diagram showing an example of the composition of a terminal unit used for the communication service system in FIG.2.

5

DESCRIPTION OF THE PREFERRED EMBODIMENTS

The preferred embodiments of the invention will be explained below, referring to the drawings.

FIG.1 is a plan view showing a service identification tag in 10 the preferred embodiment according to the invention.

In FIG.1, reference numeral 10 indicates the service identification tag of the invention. The service identification tag 10 is formed by combining an exclusive service mark 11 that can be identified by a human such as consumer, dealer and other 15 users, for example, one being set to be a registered trademark, and an identification code 12 such as a bar code.

Those who know the presence of the service find the service mark 11 in the service identification tag 10, thereby they can know that part of the bar code to follow the service mark 11 is the 20 identification code 12 of that service.

An example of the use of a service system of the invention that the service identification tag 10 and a server system are combined is explained below.

FIG.2 is a block diagram showing the composition of a system 25 that uses the service identification tag 10. FIG.3 is a block diagram showing an example of the composition of a terminal unit 21 in FIG.2.

In FIG.2, the terminal unit 21 is connected through a communication network 22 formed by ISDN lines to a service server

23 and an information transmission server 25. The service server  
23 is provided with an identification code/URL conversion table  
24. Also, the information transmission server 25 is provided with  
an information storage 26.

5 The terminal unit 21 is, as shown in FIG.3, composed of CPU  
31, display operating part 32, communication part 33, ROM 34, RAM  
35, identification tag reading part 36 and external connection terminal  
37. The respective parts, display operating part 32 to external  
connection terminal 37, are connected to the CPU 31 and are properly  
10 controlled by the CPU 31.

Referring to FIGS.2 and 3, the service provider who holds the  
service mark as registered trademark assigns an identification code  
uniquely to each URL of information transmitter who demands the  
service, and guarantees the exclusiveness. Also, the service  
15 provider manages the service server 23, which has the identification  
code/URL conversion table 24, to supply the URL information  
corresponding to identification code information to be sent from  
the terminal unit 21.

Also, the service provider supplies users who intend to get  
20 information from the service with the terminal unit 21. The terminal  
unit 21 is equipped with the identification tag reading part 36  
with the function for reading the identification code 12 of the  
service identification tag 10, the communication part 33 with the  
communication function by radio or ISDN line, and a mechanism for  
25 identifying the server 23 to supply URL information corresponding  
to especially the identification code 12.

The server identifying mechanism is, for example, a mechanism  
that, with the identification code 12 including a code to specify

the server and with the ROM 34 of the terminal unit 21 storing telephone number corresponding to that code, the CPU 31 drives the communication part 33 so as to automatically call the service server 23 to connect the line to the service server 23.

5       Further, by providing the CPU 31 with a function for conducting the pattern recognition of the service mark 11 that allows the service to be identified, the exclusivity or sharing ability of that service can be enhanced. Namely, by switching specific information to be given to the mechanism for specifying the URL information supplying 10 server (service server) according to the pattern recognition of the service mark 11, multiple servers can be used selectively. When the concerned server is not registered, the use of service itself can be restricted.

15       Also, by enhancing precision in pattern recognition of the CPU 31, the forgery of trademark can be analyzed. Therefore, the exclusiveness of the service can be further guaranteed.

20       The terminal unit 21 can make a communication link to the information transmission server holding URL to be obtained from the service server, downloading information stored in the memory 26 from the information transmission server 25 through the communication, displaying it using the display operating part 32, further forwarding the information to other terminal units through the external connection terminal 37.

25       When the communication part 33 of the terminal unit 21 is provided with a radio communication function, the mobility of the unit can be further enhanced.

      A detailed example of the embodiment will be explained below.

      For example when the seal-like service identification tag 10

is attached to the case of an audio CD, the user finds the service mark (registered trademark) 11 in the service identification tag 10, and then presses down an operation button (not shown) on the display operating part 32 while pressing the identification tag 5 reading part 36 of the terminal unit 21 against the service identification tag 10.

The terminal unit 21 first reads the service mark 11 and the identification code 12 in the service identification tag 10, and conducts the pattern recognition of the service mark 11. When the 10 pattern coincides with an existing pattern stored in the ROM 34, it makes a call to a telephone number that is in advance stored in the RAM 34 corresponding to that pattern.

The call is linked to the service server 23 in FIG.2, and then the server sends back a response.

15 At this time, the terminal unit 21 converts the identification code 12, which is read previously, into a text code, and then sends it to the service server 23, thereby requesting the corresponding URL information. The service server 23 sends the terminal unit 21 the URL information of the information transmission server 25 20 corresponding to the identification code 12 while reading the URL information from the identification code/URL conversion table 24.

25 After the terminal unit 21 receives the URL information, it disconnects the link to the service server 23, again making a link to the information transmission server 25 (e.g., in case of audio CD, a recording company) located at the URL received, requesting information stored in the information storage 26. The information, such as history of musician, to be sent from the information transmission server 25 to the terminal unit 21 is displayed on the

display through the display operating part 32 of the terminal unit 21.

In another use, the service identification tag 10 may be printed in a catalogue for catalogue sales so that merchandise information 5 and order-entry sheet can be sent to the users.

Advantages of the invention:

Conventionally bar codes have been used in logistics, but its use or meaning is known only among the dealers and is not known 10 among ordinary users. In contrast, in this invention, the service identification tag that a service mark to identify a service is added to a bar code allows people to know the presence of the service.

The service identification tag can be made by printing, and seal-like one made by printing may be attached to products or the tag may 15 be directly printed in the corner of a catalogue.

Although the invention has been described with respect to specific embodiment for complete and clear disclosure, the appended claims are not to be thus limited but are to be construed as embodying 20 all modification and alternative constructions that may be occurred to one skilled in the art which fairly fall within the basic teaching here is set forth.

What is claimed is:

1        1. A service identification tag for being used in accessing  
2        an information transmission server on the Internet, comprising:  
3            an exclusive graphic pattern that can be recognized by a human;  
4        and  
5            an identification code that can be read by a reading unit.

1        2. A service identification tag, according to claim 1, wherein:  
2            said exclusive graphic pattern is a service mark that is set  
3        to be a registered trademark.

1        3. A service identification tag, according to claim 1, wherein:  
2            said identification code is a bar code.

1        4. A communications system, comprising:  
2            a service server provided with an identification code/URL  
3        conversion table;  
4            an information transmission server provided with an information  
5        storage; and  
6            a terminal unit that is connected through a radio or wire  
7        communication network to said information transmission server, said  
8        terminal unit having a function for communicating with a Web server;  
9            wherein said terminal unit makes a unique link to said service  
10      server to be predetermined, reads an identification code from a  
11      service identification tag that is composed of an exclusive graphic  
12      pattern that can be recognized by a human and said identification  
13      code that can be read by a reading unit, sends the identification

14 code to said service server, and receives the URL information of  
15 said information transmission server corresponding to the  
16 identification code from service server.

1 5. A communications system, according to claim 4, wherein:  
2 said terminal unit makes a link to said information transmission  
3 server located at the URL received from said service server, and  
4 obtains information stored in the information storage of said  
5 information transmission server.

1 6. A communications system, according to claim 4, wherein:  
2 said terminal unit is composed of an identification tag reading  
3 means for conducting the pattern recognition of the graphic pattern,  
4 and an automatic calling means for automatically making a call  
5 to said service server when the graphic pattern read by said  
6 identification tag reading means coincides with a graphic pattern  
7 that is in advance stored in storing part of said terminal unit.

1 7. An information service system, comprising:  
2 means for using a service identification tag that is composed  
3 of an exclusive graphic pattern that can be recognized by a human  
4 and an identification code that can be read by a reading unit;  
5 wherein said information service system provides a service  
6 server that converts the identification code into URL information,  
7 conducts the centralized management of the identification code,  
8 and guarantees the exclusive use of the identification code relating  
9 to URL of an information transmitter who requests the service of  
10 said information service system and the exclusive use of the graphic

11 pattern.

1        8. A service identification tag, according to claim 7, wherein:  
2            said exclusive graphic pattern is a service mark that is set  
3            to be a registered trademark.

1        9. A service identification tag, according to claim 7, wherein:  
2            said identification code is a bar code.

ABSTRACT OF THE DISCLOSURE

Disclosed is a service identification tag for being used in accessing an information transmission server on the Internet. The 5 tag is formed combining an exclusive graphic pattern that can be recognized by a human, and an identification code that can be read by a reading unit. Also disclosed is a communications system having: a service server provided with an identification code/URL conversion table; an information transmission server provided with an information 10 storage; and a terminal unit that is connected through a radio or wire communication network to the information transmission server, the terminal unit having a function for communicating with a Web server. The terminal unit makes a unique link to the service server, reads the identification code from a service identification tag, 15 sends the identification code to the service server, and receives the URL information of the information transmission server corresponding to the identification code from service server.

FIG. 1

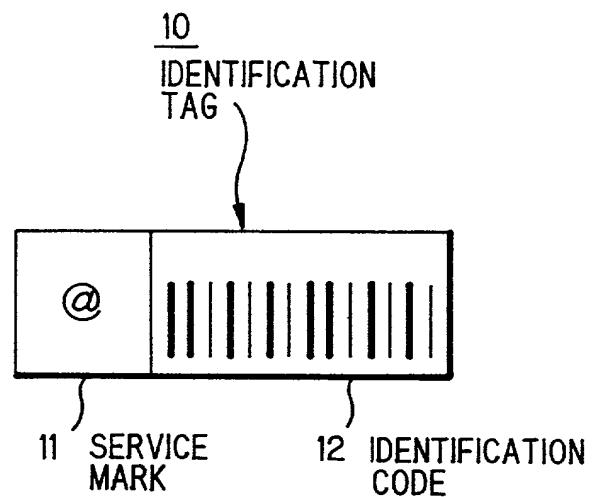


FIG. 2

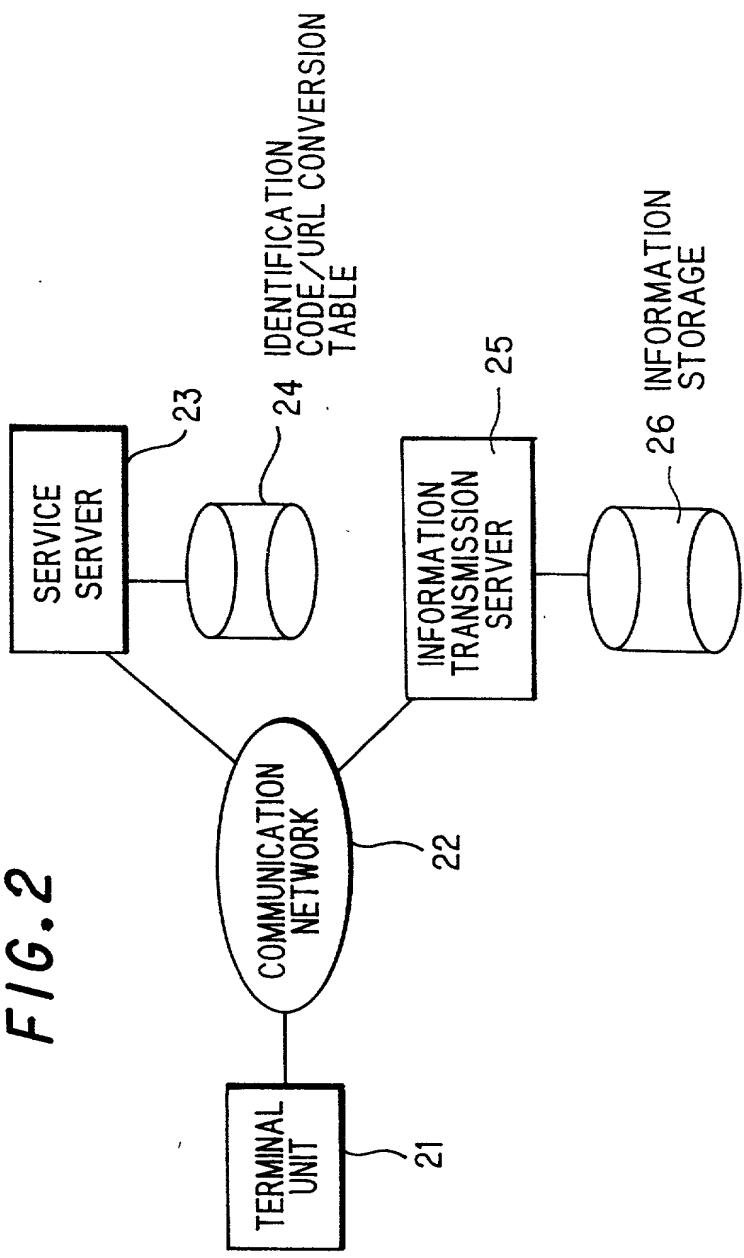
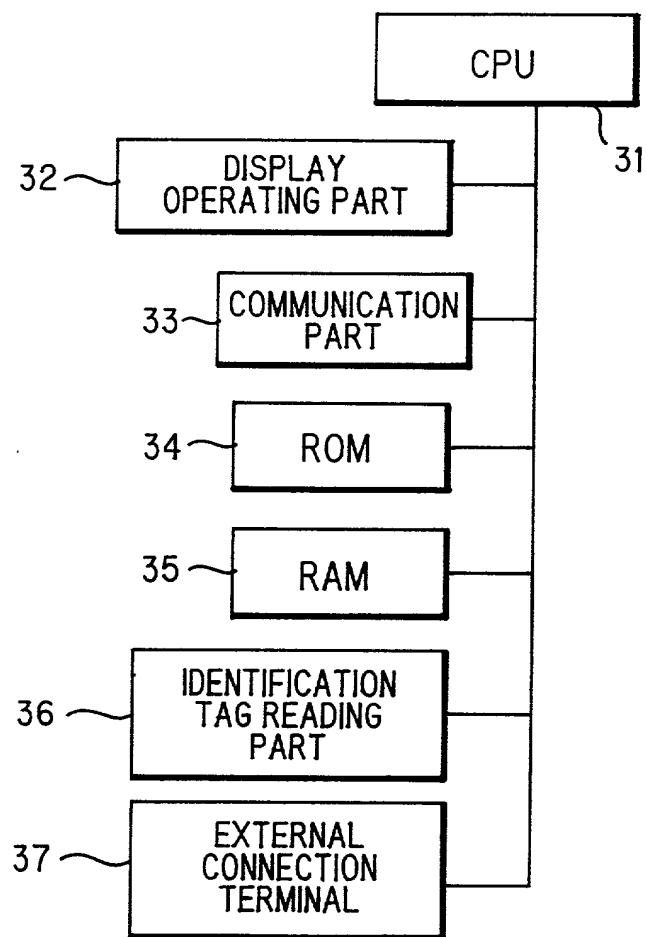


FIG. 3



# DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

## SERVICE IDENTIFICATION TAG AND COMMUNICATIONS SYSTEM USING THE SAME

the specification of which is attached hereto unless the following box is checked:

was filed on \_\_\_\_\_ as United States Application Number or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is known by me to be material to patentability as defined in Title 37, Code of Federal Regulations § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed:

### PRIOR FOREIGN APPLICATION(S)

NUMBER	COUNTRY	DAY/MONTH/YEAR FILED	PRIORITY CLAIMED
11-293329	Japan	15/10/1999	Yes

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

APPLICATION NO.	FILING DATE

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is known by me to be material to patentability as defined in Title 37, Code of Federal Regulations § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

APPLICATION SERIAL NO.	FILING DATE	STATUS: PATENTED, PENDING, ABANDONED

I hereby appoint as my attorneys, with full powers of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: Stephen A. Bent, Reg. No. 29,768; David A. Blumenthal, Reg. No. 26,257; John J. Feldhaus, Reg. No. 28,822; Donald D. Jeffery, Reg. No. 19,980; Eugene M. Lee, Reg. No. 32,039; Peter G. Mack, Reg. No. 26,001; Brian J. McNamara, Reg. No. 32,789; Sybil Meloy, Reg. No. 22,749; George E. Quillin, Reg. No. 32,792; Colin G. Sandercock, Reg. No. 31,298; Bernhard D. Saxe, Reg. No. 28,665; Charles F. Schill, Reg. No. 27,590; Richard L. Schwaab, Reg. No. 25,479; Arthur Schwartz, Reg. No. 22,115; Harold C. Wegner, Reg. No. 25,258.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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Residence Address	Country of Citizenship	
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Post Office Address		